

# COPD: BETTER TALK MEANS BETTER TREATMENT.

12 million Americans are receiving treatment for COPD that is helping them to live longer and better with this serious lung disease. But, another 12 million have COPD and aren't yet diagnosed. Why? A recent survey points to a communications gap between health care providers and patients.

For tools to help start the conversation, visit [COPD.nhlbi.nih.gov](http://COPD.nhlbi.nih.gov)

## TOP DIAGNOSIS BARRIERS HEALTH CARE PROVIDERS ENCOUNTER<sup>1</sup>



**48%** Patient does not fully report symptoms



**35%** Patient doesn't fully report smoking history



**30%** Patient has more immediate health issues

## "COPD IS TREATABLE"

**89%**  
PHYSICIANS  
AGREE<sup>2</sup>

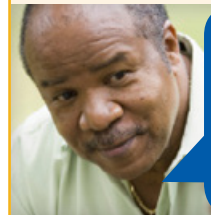


**57%**  
PUBLIC  
DO NOT AGREE<sup>3</sup>

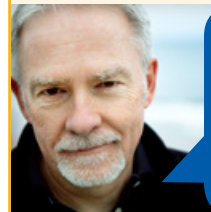
<sup>1</sup> Source: 2012 Porter Novelli DocStyles, survey of 1,000 primary care physicians  
<sup>2</sup> Source: 2009 Porter Novelli DocStyles, survey of 1,000 primary care physicians (Agree with the statement: "Current treatments for COPD are helpful for optimizing a patient's quality of life.")  
<sup>3</sup> Source: 2013 Porter Novelli HealthStyles, survey of 4,703 US adults nationwide

## TOP REASONS

PATIENTS WITH COPD  
SYMPTOMS AREN'T  
TELLING THE DOCTOR<sup>3</sup>



I didn't think of it.



I don't want another 'quit smoking' message.



These problems will just go away in time.



I have had these problems for years.

